

# **Asaba Group Holdings**

## **Asaba Group Holdings and Victor Edozien in NASDAQ Closing Bell Event on Behalf of Successful United States Middle Market Companies**

Victor Edozien, CEO of SET Enterprises Inc, a portfolio company of Asaba Group Holdings, rang the NASDAQ closing bell today, a rare honor for and first for any of the Asaba Group Holding companies.

Kenneth Beck, the Chief Executive Officer of CEO Connection had requested Edozien and few other Mid-Market CEOs, who are all members of CEO Connection, to participate in this honorable event to highlight the importance of mid-market companies like SET Enterprises to the U.S. economy with respect to innovation, employment growth and wealth creation. SET Enterprises has been innovative and growing and is a significant value added manufacturer in the automotive industry. CEO Connection is highlighting the importance of the middle market and its role as a major contributor to economic growth. Middle markets are companies with \$100 million to \$3 billion in revenue and they invited Edozien to showcase the growth of the Asaba Group Holdings' steady

expansion in the last few years and its target to be at \$1 billion in revenue within the decade.

### About Victor Edozien

Victor Edozien is the Founder and Managing Partner of The Asaba Group, Inc. - a strategy consulting/private equity holding company. A veteran of the US Army, Edozien has over 15 years of experience in strategy development & planning, revenue growth, acquisitions and business improvement.

In addition, he has been in principal investing since 2004 primarily in manufacturing and consumer goods sectors. He currently leads two portfolio automotive businesses: [AG Manufacturing](#) and [SET Enterprises, Inc.](#) which has manufacturing locations in Michigan, Illinois, Indiana, and Alabama. He is an Executive Director at [Cintron World Inc.](#) a premium branded beverage manufacturer. His three portfolio companies have combined annual revenues of approximately \$500 million annually. Edozien's holds a BS in Electrical Engineering, BA Geology with Mathematics, MS in Engineering, and a MBA in Finance & Operations Management. He is currently a Wharton Fellow at The Wharton School at the University of Pennsylvania and is a member of the Young Presidents' Organization (YPO), the Entrepreneurs' Organization (EO), and CEO Connection.

### About CEO Connection

Designed to facilitate peer relationships, CEO Connection is the only membership organization in the world focused exclusively on mid-market

CEOs. It connects thousands of mid-market CEOs with each other and to people, information and resources to which they would otherwise not have access. Members are C-level executives with responsibility for all or significant portions of their respective company. It represents a wide variety of businesses across a broad geographic spectrum. The average size of the companies members run is \$1.8 billion in annual revenue and 7,600 employees. Inspired by C-level Wharton executives, CEO Connection began in 2005 and has evolved into a dynamic community with wide-ranging benefits uniquely designed to help the mid-market CEO and champion the mid-market perspective. It is all about CEOs helping CEOs.

## About NASDAQ OMX Group

NASDAW OMZ is a leading provider of trading, exchange technology, information and public company services across six continents. Through its diverse portfolio of solutions, NASDAQ OMX enables customers to plan, optimize and execute their business vision with confidence, using proven technologies that provide transparency and insight for navigating today's global capital markets. As the creator of the world's first electronic stock market, its technology powers more than 70 marketplaces in 50 countries, and 1 in 10 of the world's securities transactions. NASDAQ OMX is home to more than 3,300 listed companies with a market value of over \$8 trillion.